

# Forms of publication in the future and trends in international publishing 未来出版业的形式 与 国际出版业的趋势

Nancy Roberts

Global Production & Operations  
Director

Academic Publishing



CAMBRIDGE  
UNIVERSITY PRESS

# Agenda 议程

- The history of ebooks  
电子书的历史
- The Cambridge journey  
剑桥历程
- New research methodologies and the importance of metadata  
新研究方法 with 元数据的重要性
- New content types and the challenges for academia  
新内容类型与学术界面临的挑战
- Significant trends for international publishers  
国际出版趋势
- Some thoughts for the future  
展望



# The history of ebooks 电子书的历史

- **1995: Amazon starts selling printed books online**  
1995 : 亚马逊网上售纸本书
- **1999: Several online retailers start selling ebooks**  
1999 : 电商出售电子图书
- **2005: Amazon acquires Mobipocket**  
2005 : 亚马逊收购Mobipocket
- **2006: Sony launches its first eInk ebook reader**  
2006: 索尼发布首款电纸书
- **2007: Amazon unveils the Kindle, which sells out within 5 hours in the US**  
2007 : 亚马逊公布Kindle , 在美国5小时售空
- **2010: Apple launches the iPad, complete with iBooks ebook reading software**  
2010 : 苹果发布iPad , 内置iBook
- **2010: Amazon announces that ebook sales have outnumbered hardcover sales for the first time**  
2010 : 亚马逊宣布电子书的销售首超纸本书



# The evolution of formats

## 格式的演变

- **Initial ebook readers and online stores mainly favoured PDF formats**

早期主要为PDF格式

- **In the late 1990s the development of XML allowed more formatting and linking in ebooks**

90年代末XML的发展带来多种格式

- **Over the early 2000s XML-based ebooks continued to develop, resulting in the ePub 2 standard in 2007**

2000年早期，XML不断发展，ePub 2标准在2007年诞生

- **The ePub 3 standard was ratified in 2010 but without device support**

2010年，ePub 3标准获批，但缺少硬件支持



# The IDPF and the move to standardization

## 国际数字出版论坛与标准化的进程

- **The global trade and standards association for electronic publishing, established in 1999**

1999年，数字出版国际贸易与标准联盟成立

- The IDPF develops and maintains the EPUB® standard format for reflowable digital books. The IDPF also provides a forum that fosters enhanced communication between all stakeholders in the emerging global digital publishing industry.

国际数字出版论坛为可重排版电子书开发了EPUB®标准。

IDPF为新兴的国际数字出版业提供了交流平台。



CAMBRIDGE  
UNIVERSITY PRESS

# The Cambridge ebook journey

## 剑桥电子书历程

- **2001:** first Cambridge ebooks produced  
2001 : 剑桥电子书诞生
- **2002:** XML workflow introduced  
2002 : 引入XML工作流程
- **2007:** CBML DTD launched  
2007 : CBML DTD发布
- **2010:** CBO launched  
2010 : 剑桥图书在线正式推出
- **2013:** ePub generation is embedded in production workflows  
2013 : ePub嵌入生产流程

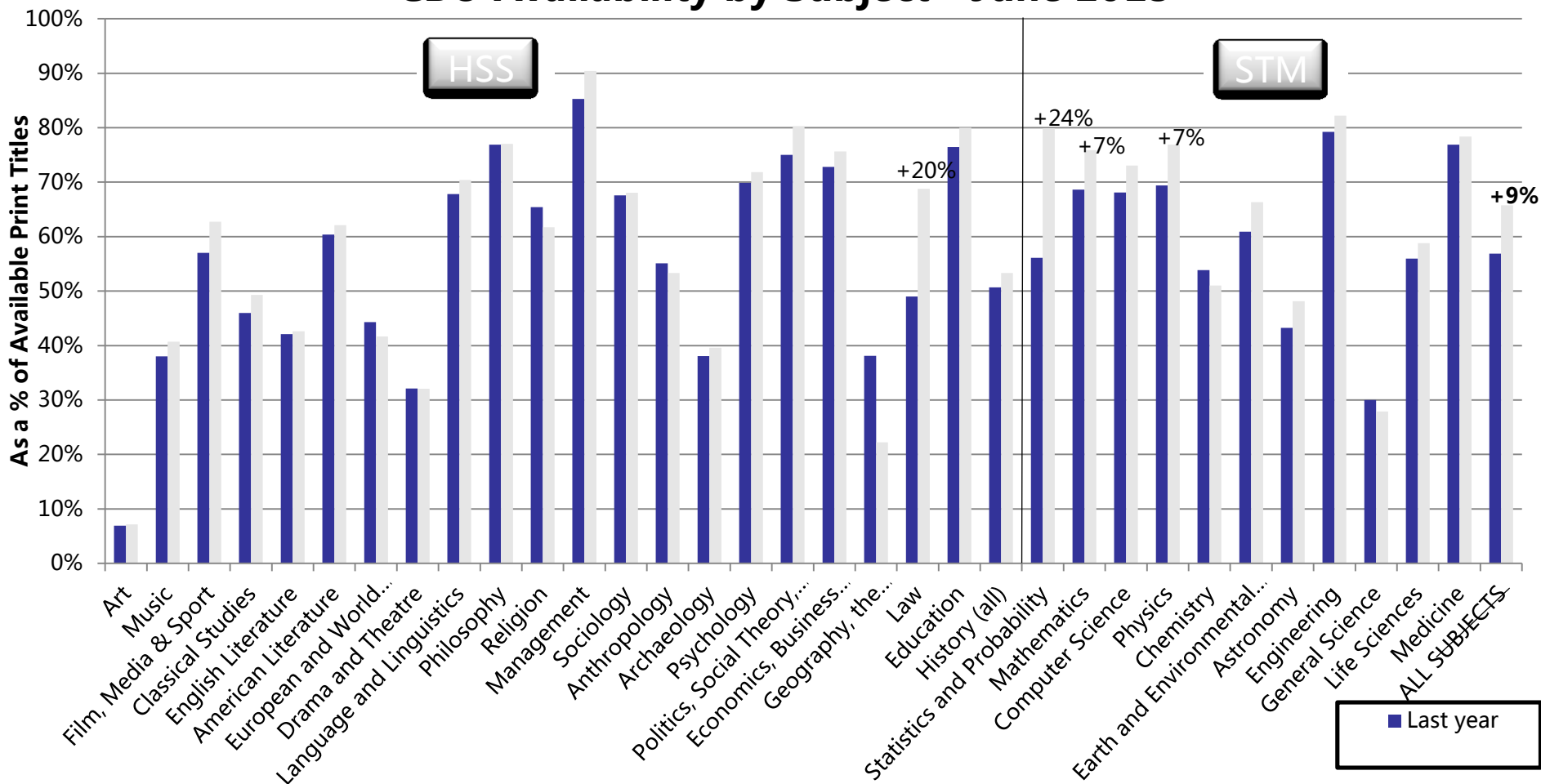




# Current CBO availability

剑桥图书在线的可用性

CBO Availability by Subject - June 2013

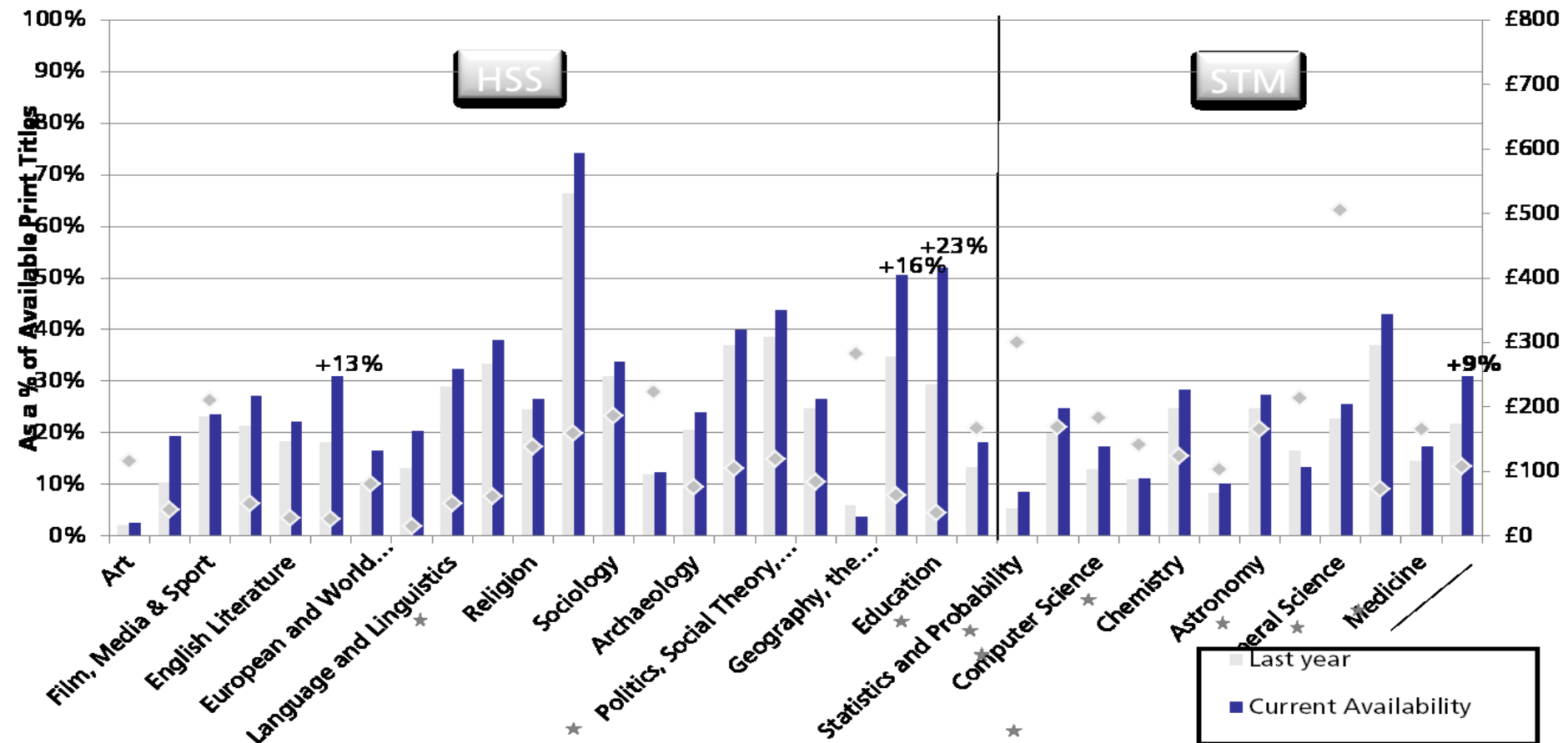


CAMBRIDGE  
UNIVERSITY PRESS

# Current ePub/Kindle availability

## ePub/Kindle的可用性

### Kindle Availability by Subject - June 2013





# The future of digital content at Cambridge

## 剑桥数字内容展望

- Closer links between Cambridge books and journals through a platform rebuild  
剑桥图书与期刊的平台整合，两者的联系更紧密
- Meeting customer needs to access content easily  
满足用户便捷获取内容的需求
- HTML display for greater functionality and improved search  
HTML显示使功能更强大、搜索更便捷



# Future research methodologies

## 未来的研究方法

- The widespread availability of digital content creates opportunities for new forms of research and scholarship that are qualitatively different from traditional ways of using academic publications and research data  
数字资源的普及，带来新的学术研究方法，与使用传统出版物有质的不同
- Digital content allows cross-disciplinary research and creates new linkages  
数字资源使跨学科研究与新的联系变为可能



# The importance of metadata

## 元数据的重要性

- Publishers will focus on metadata to drive these new research methodologies  
出版商将更重视元数据，以推动新研究手段
- Better abstracts and keywords will be crucial to assisting discoverability  
好的摘要与关键字对可发现性至关重要



# Future content types

## 未来的内容类型

- Short book/long article formats such as Cambridge Elements  
短篇图书/长篇文章，如Cambridge Elements
- Portals and subject hubs  
门户网站与学科中心
- Online reference works  
在线参考文献
- Crowdsourced content  
众包内容



# The challenges of these new content types

## 新内容类型面临的挑战

- Quality – validation of content through peer review must be maintained but may have to evolve  
质量-同行评审须保持，但会有改变
- Recognition for academics; the print book must no longer be the defining factor in career progression  
学术人员的认知度；纸本书不应再充当职业发展的决定性因素



# Trends in international publishing

## 国际出版趋势

- Smartphones and mobile devices  
智能手机与移动设备
- New format types fitted to these products?  
新格式是否适用于这些设备？

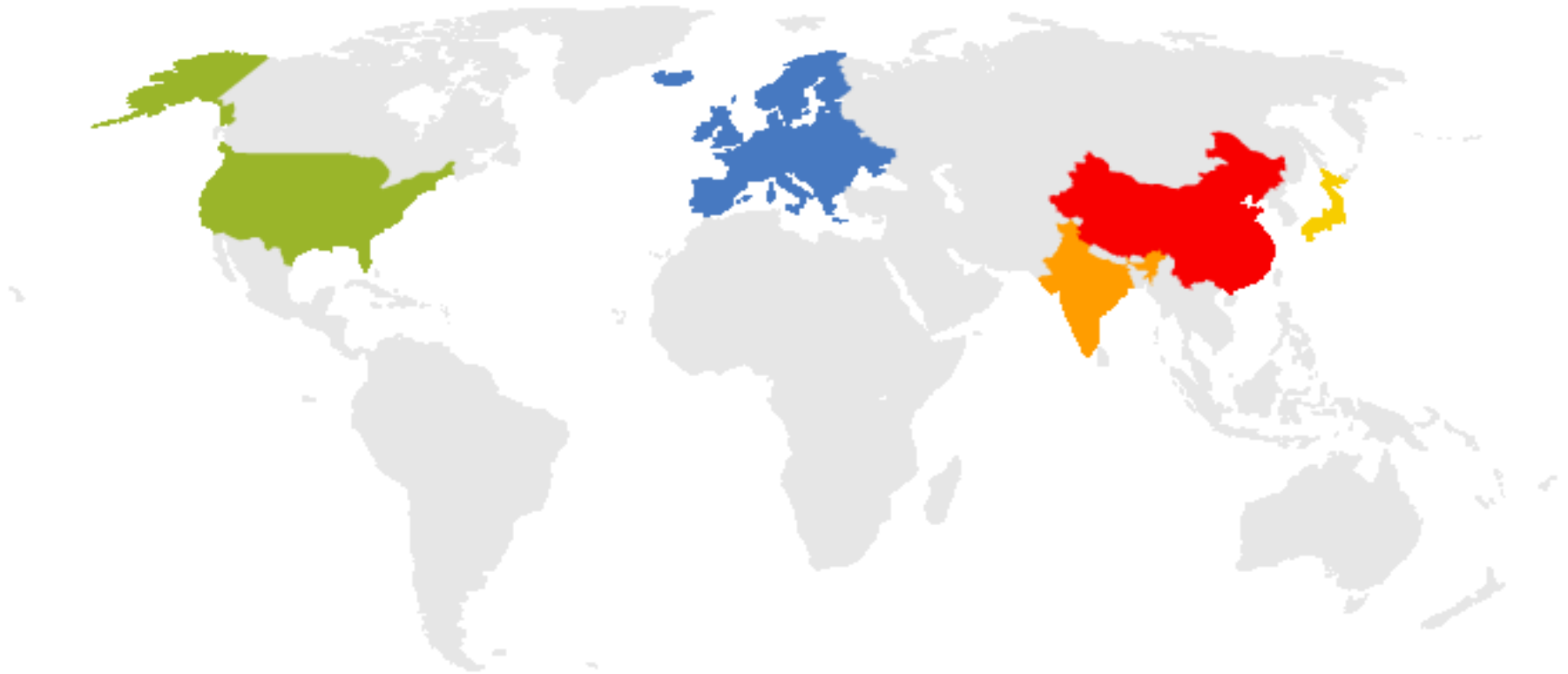




# Global smartphone penetration

## 全球智能手机普及率

### WORLD'S MOBILE PENETRATION RATE



128% IN EUROPE

104% USA

100% JAPAN

76% CHINA

75% INDIA

<http://www.parseco.com/worlds-mobile-penetration>



CAMBRIDGE  
UNIVERSITY PRESS

# And some other thoughts...

## 一些其它想法

- Greater use of backlist/repurposing  
长销书更好地利用/再利用
- Publication of ebooks before print (or at least simultaneously)  
电子书的出版快过纸本书（或至少同步出版）
- New typography and content structuring  
新的印刷形式与内容结构



# Thank you!

[nroberts@cambridge.org](mailto:nroberts@cambridge.org)



**CAMBRIDGE**  
UNIVERSITY PRESS